From-B S T Z

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JUL 1 1 2006

Deliver to: Son P. Huynh, USPTO	Art Group:2623
Facsimile No.: 571-273-8300	Date: <u>July 11, 2006</u>
From: Thomas M. Coester, Reg. No.	
Our Docket No.: 42390P11553	Number of pages <u>15</u> including this sheet.
Application No.: <u>09/895,744</u>	Filing Date: 6/29/2001
Enclosed are the following documents:	Docket Due Date(s): 11/10/2005
Amendment: <u>Besponse</u> (11 pgs)	☐ Issue Fee Transmittal
Appeal Brief (pgs)	☐ Notice of Appeal
Application:	Petition for:
(pgs) w/cover & abstract)	☐ Request for Continued Examination (RCE)
☐ Assignment & Cover Sheet (pgs)	☐ Reply Brief (pgs)
☑ Certificate of Eacsimile	☐ Request & Certification Under 35 USC 122(b)(2)(B)(i)
☐ Continued Prosecution Application (CPA)	☐ Request to Rescind Previous Nonpublication Request
☐ Declaration & POA (pgs)	Response to Notice of Missing Parts & Formalities Letter
☐ Drawings:sheets, figures	☐ Response to Written Opinion (pgs)
Extension of Time:	☐ Terminal Disclaimer
🔀 Fee Transmittal (in duplicate)	☐ Transmittal of Publication Fee Due
☐ IDS & PTO/SB/08 (pgs)	▼ Transmittal Letter
Other Eacsimile Cover Sheet (1 pg)	
CERTIFICATE OF MAIL	ING/TRANSMISSION (37 CFR 1.8A)
I hereby certify that this correspondence is being transmer Patent and Trademark Office.	nitted by facsimile on the date shown below to the United States
HUEME	He 7/11/2006
Susan M(Barrette	Date

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application No.	09/895,744			
		Filing Date	June 29, 2001			
		First Named Inventor	Regis J.	. Crinon	OENTEAN	
		Art Unit	2623		CENTRAL	
		Examiner Name	Son P.	Huynh		
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ENCLOSURES (check all that apply)						
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Extension of Tim	e Request	Power of / Change of	Attornéy, Revocation i Correspondence Address		tatus Letter ther Enclosure(s	9
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Response to Missing Parts/ incomplete Application Remarks						
Basic Filing Fee						
Declaration/POA						
Response Parts und 1.52 or 1.	e to Missing ler 37 CFR 53					
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT						
Firm Thomas M. Coester, Reg. No. 39,637						
or Individual name BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP						
Signature chemas Coeste						
Date July 11, 2006						
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I hereby certify that this correspondence is being transmitted via facsimile on the date shown below to the United States Patent and Trademark Office.						
Typed or printed name Susap-M_Barrette						
Signature Date July 11, 2006						
Bassed on PTO/SB/21 (09-04) as modified by Blaticity, Solokoff, Taylor B. Zeiman (wir) 11/30/2005. GEND TO. Commissioner for Palants, P.O. Box 1450, Alexandrits, VA 22319-1450						

FEE TRANSMITTAL			WIT	
	Application Number	09/895,744		
for FY 2005	Filing Date	June 29, 200		- ABOTO
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	Examiner Name	Son P. Huyi	nh	CENTRAL FAX GR
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Date

TEE TO ANOMITTAL	Complete if Known				
FEE TRANSMITTAL	Application Number 09/895,744				
for FY 2005	Filing Date June 29, 2001				
Paters fees are subject to united revision	First Named Inventor Regis J. Crinon				
Applicant claims small entity status. See 37 CFR 1.27.	Examiner Name Son P. Huynh				
Applicant claims small entity status. See 37 CFA 1.27.	An Unit 2623 JUL 1 1 2000				
TOTAL AMOUNT OF PAYMENT (\$) 0.00	Attorney Docket No. 42390p11553				
METHOD OF PAYMENT (check all that apply)					
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under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.					
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SUBMITTED BY	Complete (if applicable)				
	Registration No.				
Name (Prod/Type) Thomas M. Coester	Telephone (310) 207-3800				

Based on PTC/SB/17 (12-04) as modified by Blakely, Sokotoff, Taylor & Zatmén (wir) 12/15/2004 SEND TO Commissioner for Posonis, P.O. Box 1450, Alexandrin, VA 22313-1450

Signature



Attorney Docket No.: 42P11553

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Regis J. Crinon, et al.) Examiner: Son P. Huynh
Application No.: 09/895,744) Art Group: 2623
Filed: June 29, 2001)
For: TAILORING A BROADCAST SCHEDULE BASED ON STORAGE AREA AND CONSUMER INFORMATION)))

Mail Stop AF Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

In response to the Final Office Action mailed May 30, 2006, in connection with the above referenced patent application, Applicants respectfully request entry of the following amendments and request reconsideration in view of the following remarks.